

## TERMS AND CONDITIONS

### SWAROVSKI OPTIK Nature Explorer

In 2021, for the first time ever, we offer you the opportunity to become a SWAROVSKI OPTIK Nature Explorer. Get access to one of 50 binoculars for your nature experiences and share your new discoveries with your followers on social media! Applications can be submitted until **14<sup>th</sup> of April 2021**. At the end of this period, our marketing team will choose 50 applicants for this program. The candidates will be chosen according to a selection process. Each SWAROVSKI OPTIK Nature Explorer will receive one loan pair of our CL family binoculars together with a digiscoping adapter (i.e. one variable phone adapter (VPA) including an adapter ring from SWAROVSKI OPTIK). Moreover, they will receive a small package of branded products offering practical things for their outdoor adventures. And finally, a collaboration with us, potentially being able reaching out to a wider audience and help fostering that community spirit among nature enthusiasts around the world.

### 1. APPLICATION PROCESS

#### a. CLOSING DATE FOR ENTRIES

The closing date for the application is **14<sup>th</sup> of April 2021** (23:59:59 CEST).

SWAROVSKI OPTIK will notify the selected candidates in writing/by e-mail.

#### b. APPLICATION

Please provide us with details of your application through the following link:

[https://swarovskioptik.eu.qualtrics.com/jfe/form/SV\\_8qpiKijHiBaKO2x](https://swarovskioptik.eu.qualtrics.com/jfe/form/SV_8qpiKijHiBaKO2x)

The application process will start with **14<sup>th</sup> of February 2021 and end 14<sup>th</sup> of April 2021**. You will receive a response email regarding the decision to your application until **16<sup>th</sup> of May 2021**.

#### c. ENTRANTS FULLFILLMENTS

**Seize your chance if the following points apply to you:**

- I can identify with the SWAROVSKI OPTIK brand and call myself a “nature enthusiast”.
- I am interested in being communicated to a global audience.
- I am older than 25 years.
- I show my passion for nature to my active fan base on social media.
- I am not sponsored by more than 3 other brands (including no sponsorship with any other sport optics brand)

#### d. DATA PROTECTION

By entering the application form, the entrant declares that he consents to his/her data being stored, processed, and used by SWAROVSKI OPTIK in accordance with the Privacy Policy.

The entrant can withdraw his/her consent at any time by e-mail to [privacy@swarovskioptik.com](mailto:privacy@swarovskioptik.com) or by mail to SWAROVSKI OPTIK KG, Daniel-Swarovski-Straße 70, 6067 Absam.

**e. EVALUATION:**

SWAROVSKI OPTIK reserves the right to exclude anyone who enters multiple applications (same personal details with various e-mail addresses) from the evaluation process. The same accounts for incomplete or wrong information.

**f. SELECTION CRITERIA**

The selection of candidates will be made through the SWAROVSKI OPTIK Marketing Team. The criteria reflect to the mentioned points in section 1, point "c." as well as brand fit, authenticity, reach, etc.

**g. RIGHT OF APPEAL**

The decision of the candidates through the SWAROVSKI OPTIK Marketing Team is final, with no right of appeal.

The organizer is SWAROVSKI OPTIK KG, 6067 Absam, Austria.

## **2. SELECTED CANDIDATES**

**a. COPYRIGHT + COMMITMENT**

Participants need to tell and show their followers on Social Media how much they enjoy using our binoculars, and how they enrich their nature experiences. Product placement should be as authentic and relatable as possible and should not feel like an obvious advert.

By submitting their pictures and tagging SWAROVSKI OPTIK Social Media accounts, candidates confirm that no third-party rights, e.g. copyright, have been infringed.

SWAROVSKI OPTIK is not responsible what content is being produced by the applicant on his/her social media channels.

Chosen candidates give their consent that, for the duration of using SWAROVSKI OPTIK loan products, all the pictures (tagged with either of our Social Media channels) can be re-posted by SWAROVSKI OPTIK on the SWAROVSKI OPTIK Social Media channels.

When using our products on pictures candidates tag the corresponding SWAROVSKI OPTIK Social Media accounts, i.e. Instagram: **@swarovskioptik\_outdoor** Facebook: **@swarovskioptik.outdoor** and make use of the following hashtag: **#seetheunseen**

Being able to benefit from the global platform of SWAROVSKI OPTIK, candidates may especially use the following hashtags: **#mywildlife** or **#urbanwildlife**

The applicant shall not be allowed using the logo of SWAROVSKI OPTIK in any way.

The applicant shall ensure that pictures showing sport optics of the same product category as the loan product (i.e. binocular) will only show SWAROVSKI OPTIK products.

The applicant is willing to be a member of the SWAROVSKI OPTIK Nature Explorers for up to one year.

#### **b. TERMINATION**

Either party may terminate this collaboration for any or no reason upon 30 days' prior written notice to the other party. Notwithstanding this provision, it is expressly understood that marketing materials that were created and deployed during the Term may remain in market until depletion.

With termination of the program all commitments from either party will expire. Termination will also cause the loan agreement to end, even if the end of the agreed loan period hasn't been reached yet.

#### **c. CONFIDENTIALITY**

The parties must treat the contents of this agreement as strictly confidential. At no time may either party provide, share, or disclose the contents of this partnership to third parties.

The parties also obligate themselves to treat confidential information and documents, as well as business secrets and product innovation plans that it becomes aware of through the relationship, as strictly confidential and not to provide, share, or disclose such confidential information to third parties.

These provisions (Confidentiality) shall continue to apply even after the contract has ended.

#### **d. INTELLECTUAL PROPERTY RIGHTS**

All intellectual property of SWAROVSKI OPTIK, including without limitation, SWAROVSKI, the SWAROVSKI OPTIK name, the SWAROVSKI OPTIK Habicht (hawk) figure, and logos, are the sole and exclusive property of SWAROVSKI OPTIK or its affiliates, as applicable ("Intellectual Property").